Notes from Entrepreneur workshop #2

* Dev elope package
  + $ available / cost
  + Container look/design

Develop Brand - # of brands

* Logo Design – website? To create logo
* Label design

Ingredients- what will they be?

Nutritional Info- will we add?

Manufactured Where?- who will make them?

Reputation/word of mouth- how will we advertise/

Capability of produce for package – most practical idea - clear bags with logo sticker?

Original recipe- will we develop own recipe or use one already developed? Dependant upon who makes cookies for us.

Testing

Research

Nutritional value

Find vender to bake - who will we use?

School

Hy Vee

FCS

Budget – cost to manufacture

Profit? What will we use money for?

Group 1 - ideas

Cost to have school produce

Plastic bag with sticker logo

Announcement in bulletin

Profit – make a wish

Word of mouth campaign

HyVee – in front of store for charity like girl/boy scouts

Black and white/ pencil drawing

Sell at sporting events/ dance

Group2- ideas

Money management model

% to various charities

Group3- ideas

Profits to school

Monster cookies names

Rainbows and sunshine name

A bit of happiness – name

Packaging – able to see

Sell where people hang out

Group 4 - ideas

Themes – holiday, seasonal,

Unify

Names in red denote winners of voting

Company Name:

PLSC – Papillion LaVista school cookies- 0

La Papion Bakery - 3

A Bite of Happiness - 9

Monster Cookies- 1

Winning Cookie company - 0

Product Name:

count Chocula - 0

Cupids chocolate chip- 4

Victory- 1

Shokolade Xtreme - 2- (s. scream/shoko)

Banned/ Rebel- 0

Chewy Chocolate Chip Cookies – 0

Shoko Falls - 0

Sinista Shoko - 0

Shokzilla- 0

Shooting Star- 7

Slogan/moto

Make a wish on every shooting star- 8

Happiness- 1

Best Cookies this side of france- 0

Cookies with a bite- 1

A mouthful of taste in every bite- 3

Cookie of Champions- 0